

2020 ANNUAL REPORT

By facilitating a direct relationship between producers and consumers, Hendersonville Farmers Market contributes to the success of local growers and entrepreneurs, expands access to farm-fresh foods, and creates a vibrant and diverse community gathering place in the Historic Seventh Avenue District.



AT A GLANCE

71
TOTAL
VENDORS

21 REGULAR
MARKETS

2 HOLIDAY
MARKETS

\$17,164

CASH VALUE
TOKENS DISPENSED
VIA CREDIT/DEBIT



\$9,942

CASH VALUE
TOKENS DISPENSED
VIA DOUBLE SNAP



\$27,106

CASH VALUE
TOKENS
DISPENSED

300 TOTAL VOLUNTEER HOURS



AN AVERAGE SATURDAY AT HFM

900 CUSTOMERS VISITING

30 VENDORS SELLING

\$25 SPENT BY EACH CUSTOMER

36% CUSTOMERS VISIT WEEKLY

90% CUSTOMERS LIVE WITHIN 15
MILES OF DOWNTOWN

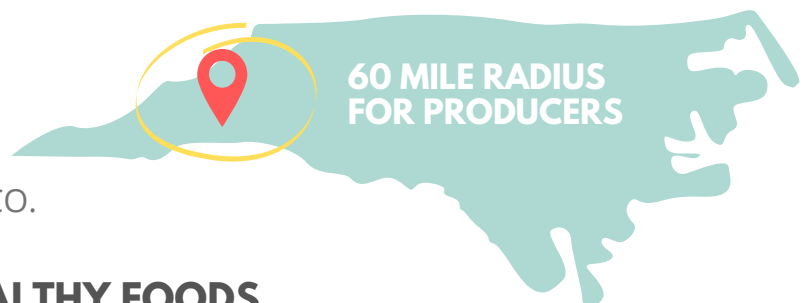
VENDORS

As a producer-only market, everything sold at Hendersonville Farmers Market is offered by the farmers and artisans who help sustain the culture, economy, and environment of our region. If a vendor did not grow or produce their product, they cannot sell it here. This ensures the freshest and highest quality product for our consumers, who can find out exactly where their food came from and how it was grown or raised. More than 70 vendors participated in the 2020 Hendersonville Farmers Market, all of whom produce within a 60-mile radius of Hendersonville.

14 FIRST-TIME FOOD VENDORS

23 FULL SEASON VENDORS

85% VENDORS WITHIN HENDERSON CO.



ACCESS TO HEALTHY FOODS

SNAP benefits are exchangeable at the market for tokens. Thanks to regional partner Appalachian Sustainable Agriculture Project (ASAP), Hendersonville Farmers Market was able to offer a Double SNAP program to eligible customers.

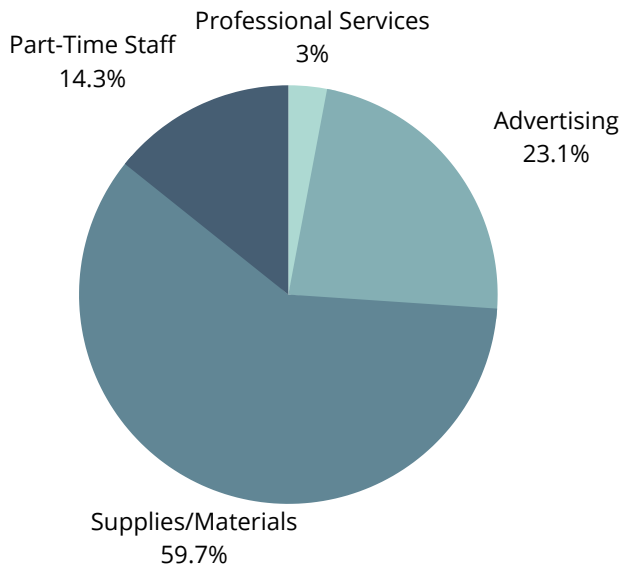
10 CUSTOMERS USED THE DOUBLE SNAP PROGRAM PER MARKET

\$40 AVERAGE CASH VALUE DISPENSED PER TRANSACTION

\$4,971 REIMBURSED BY ASAP FOR DOUBLE SNAP PROGRAM

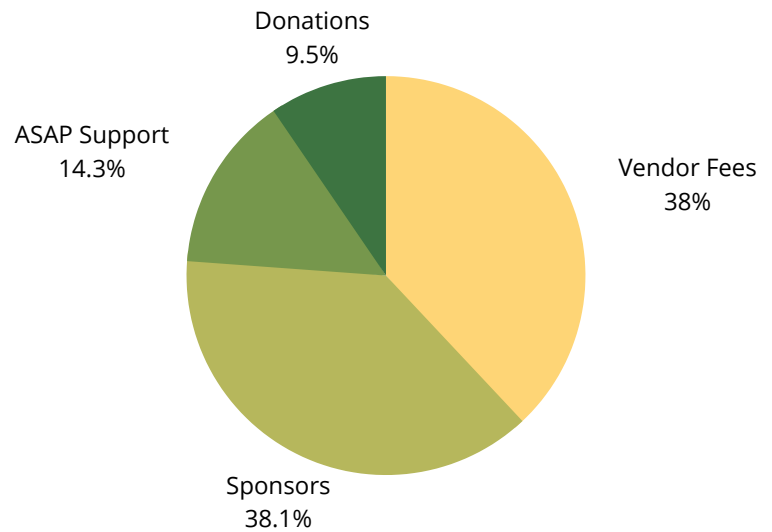
FINANCIAL OUTLOOK

TOTAL EXPENSES: \$6,711*



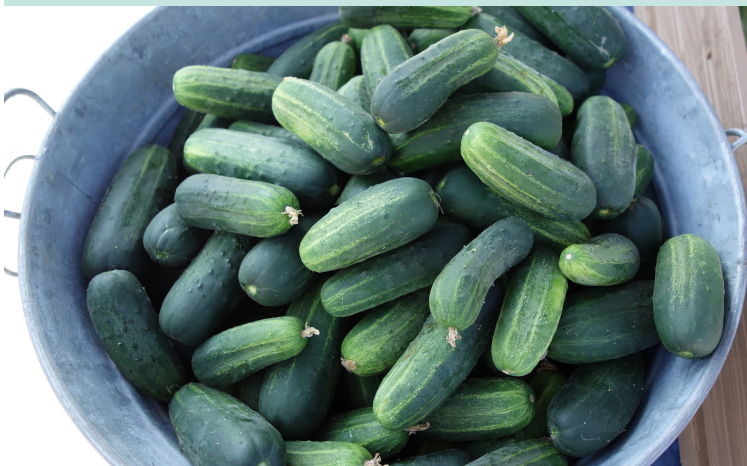
***IN-KIND CONTRIBUTION: \$11,606**
Market Manager

TOTAL REVENUE: \$10,485



"We love it. We appreciate it. We believe it strengthens local farmers and our community and we cannot wait for next year. Thank you for a professional, pleasant and profitable experience."

LOCAL VENDOR



"I loved meeting locals, listening to the live music, and getting delicious food. The SNAP program made it possible for me to buy fresh fruits and veggies to cook that I otherwise wouldn't. Everyone was always so kind and wonderful. I can't wait to come see y'all again when the Market reopens!"

REGULAR CUSTOMER

MARKET GOVERNANCE & STAFF

Hendersonville Farmers Market is operated by the 501c3 nonprofit Friends of Downtown Hendersonville. The Downtown Advisory Board governs the nonprofit and oversees various committees, including the Downtown Events Team. The Downtown Events Team is charged with long- and short-term planning and execution of the Hendersonville Farmers Market.

The Friends of Downtown Hendersonville is staffed by the City of Hendersonville Community Development Department's Downtown Division. The Downtown Events Coordinator serves as the Market Manager of Hendersonville Farmers Market. During the 2020 season one cashier was contracted to work at the market.

COMMUNITY PARTNERS

The following partners provided support in the form of funding, consulting, technical services, networking opportunities, vendor recruitment, and more during the inaugural season of Hendersonville Farmers Market.

- NC Cooperative Extension - Henderson County Center
- Appalachian Sustainable Agriculture Project
- Henderson County Farmers Market Coalition
- Henderson County Partnership for Health's Committee for Activity and Nutrition

SPONSORS

PRESENTING SPONSOR:



COMMUNITY SPONSORS:



CONTRIBUTING SPONSOR:

